

Message Text

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FOR ILA IMV

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SUBJECT: FIRST FORD-CARTER DEBATE ON BRAZILIAN TV

REF: BRASILIA 8299 AND 8317

1. USIS AND TV GLOBO PROGRAMED THE FIRST PRESIDENTIAL DEBATE LIVE AND DIRECT, OPENING A NEW ERA IN BRAILIAN TELEJOURNALISM. POST INITIATIVE, STAFF WORK AND FINANCIAL ASSISTANCE TO TV GLOBO NETWORK PROVIDED FIRST-TIME OPPORTUNITY FOR BRAZILIANS TO VIEW PRESIDENTIAL DEBATE AND SHOWED CANDIDATES IN ACTION IN CIRCUMSTANCES SHARPLY CONTRASTING WITH THOSE OF BRAZILIAN MUNIPAL CANDIDATES IN NOVEMBER ELECTIONS HERE. POST WAS GRATIFIES THAT SEVERAL PROGRAM OBJECTIVES WERE ACHIEVED. IMPACT IS REFLECTED IN QUOTES FROM BRAZILIAN MEDIA, REPORTED IN MEDIA REACTION REFTELS. TO SUMMARIZE THESE QUOTES:

2. WEEEEKLY MAGAZINE VEJA: DEBATES HAD CRUCIAL, OVER-POWERING IMPORTANCE. BESIDES AMERICANS, ESTIMATED

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PUBLIC OF 300 MILLION OVERSEAS SAW CONFRONTATION.

DIARIO DE NOTICAS EDITORIAL: "DEBATE IS PERHAPS MOST IMPORTANTA OF DEMOCRATIC PRINCIPLES. AMERICAN VOTERS GAIN MORE THAN CARTER AND FORD. ALSO BENEFITED ARE US NEIGHBORS CAPABLE OF UNDERSTANDING MEANING OF THIS DEMONCRATIC EXERCISE". DIARIO DE PERNAMBUCO EDITORIAL: "CARTER-FORD DEBATE SERVED AS LESSON FOR US, PRINCIPALLY BECAUSE, ALTHOUGH WE TOO ARE INGAGED IN ELECTION CAMPAIGN, ER FEEL FRUSTRATED BECAUSE WE DO NOT ENJOY THE SAME BENEFITS: SEEING OUR OWN CONDIDATES ON TV DEBATING ISSUES, PLATFORMS AND PROMISES. THIS IS A LESSON IN DEMOCRACY." POLITICAL COLUMNIST MARCOS SA CORREIA IN JORNAL DO BRASIL: "A BRAZILIAN CITIZEN MAY NOT SEE HIS CANDIDATES CAMPAIGNING ON TV. BUT THANKS TO COMMUNICATION SATELITES, HE CAN HAVE TASTE OF WHAT DEMOCRATIC PRINCIPLES OFFER AMERICAN VOTER, WATCHING CANDIDATES FOR PRESIDENCY OF RICHEST AND MOST INFLUENTIAL NATION ON EARTH." FOLHA DE SAO PAULO EDITORIAL: "WHAT WAS REALLY IMPORTANT IN DEBATE WAS THAT THE ENTIRE WORLD, AND ESPECIALLY 30 MILLION BRAZILIANS HAD UNIQUE OPPORTUNITY TO OBSERVE ONE OF MOST SIGNIFICANT LESSONS OF DEMOCRACY. PRESIDENT OF WORLD'S MOST POWERFUL COUNTRY ON SMAE LEVEL AS HIS OPPONENT, ACCEPTING QUESTIONS AND CRITICISM, ANSWERING ACCUSATION WITH MODESTY. WE SAW TWO EQUAL CITIZENS BOTH ENGAGED IN APPEALING FOR VOTES. WHAT TV SHOWED US LAST THURSDAY WAS FAR MORE IMPORTANT THAN MAN LANDING ON MOON".

3. WITHOUT POST'S INITIATIVE IN PROPOSING LIVE COVERAGE AND ITS FINANCIAL ASSITANCE (TOTALING \$10,973, FOR UP AND DOWN LEGS AND STUDIO COSTS) DEBATE WOULD ALMOST CERTAINLY NEVER HAVE BEEN TELECAST, SINCE NETWORK SHOWED NO INTEREST IN BROADCASTING VIDEOTAPE OR KINESCOPE ON LATER TELECASTS.

4. FIRST DEBATE LIVE PROVIDED BRAZILIAN MEDIA AND PUBLIC RARE OPPORTUNITY TO WITNESS POLITICAL EVENT OF WORLDWIDE SIGNIFICANCE AND HOW DEMOCRATIC SYSTEM WORKS.

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5. WE EXPECT SECOND DEBATE TO TOUCH ON TOPICS OF EVEN MORE DIRECT INTEREST TO BRASIL AND ARE NEGOTIATING SIMILAR ARRANGEMENT WITH GLOBO. WILL APPRECIATE AGENCY SUPPORT.
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